RJ Reynolds Tobacco Company

M. A. BELNIAK
Key Account Manager
227-A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
Fax: 508 435 8591
Voice Mail: 1-800-757-8255
ext. 67719

SENT VIA FAX
February 19, 1998

TO: Boston R.O.U. #1110
New York Metro R.O.U. #1210
Philadelphia R.O.U. #1310
Buffalo R.O.U. #1610
Richmond R.O.U. #2910

For Dissemination to Appropriate Sales and Retail Reps with BJ'S Wholesale Clubs
CID # 2515 00 00

Subject: BJ's Wholesale Clubs / RJR Accrual Promotion

Ladies and Gentlemen:

Effective March 2, 1998 through March 29, 1998, the below listed RJR promotions will be in place in all BJ's Wholesale Clubs.

Promotion	-	***Buydowns***
Brands	-	***All Winston Brands and all Doral Brands***
Rate:	-	***$2.50 per Carton***

This promotional offer is only valid for BJ's Inner Circle Members (Consumers). Business Members who purchase cigarettes for resale are ineligible to participate in this promotion.

All reimbursement for this promotion will be handled at Chain headquarters.

Your assistance is requested in contacting all BJ's locations as close to the implementation date as possible to work with store personnel in communicating this promotional offer to the consumer.

For your convenience, attached please find a copy of the Promotional Memo sent to all BJ's locations.

Thanks for your assistance with this Chain.

Sincerely,
Mike
M. A. Belniak

MAB/nsk
Attachment

Sales		Retail	
1221	//	1222	22,25
1222		1223	26,30
1223	7	1226	20,23
1224		1220	
1225		ROM	JB
1226		FC	BC
1229		MC	PA
1240			
1244		RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/slly0000